Online Travel Agency Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Online Travel & Booking Platforms (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/online-travel-agency-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 561.30 billion
Projected Forecast (2031)	USD 561.30 billion
Growth Rate (CAGR)	6.29 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Online Travel Agency industry](images/chart_2.png)

![Online Travel Agency Market (2026 - 2031)](images/chart_3.png)

![Online Travel Agency Market: Market Share by Service Type](images/chart_4.png)

![Online Travel Agency Market: Market Share by Device](images/chart_5.png)

![Online Travel Agency Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Online Travel Agency Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 561.30 Billion |
Market Size (2031) | USD 761.33 Billion |
Growth Rate (2026 - 2031) | 6.29 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Online Travel Agency Market Analysis by Mordor IntelligenceThe online travel agency market size is USD 561.30 billion in 2026 and is projected to reach USD 761.33 billion by 2031 at a 6.29% CAGR. Travelers increasingly use digital channels for trip discovery, booking, and management, with mobile-first designs surpassing desktop interfaces. Mobile platforms gained significant transactional traffic by 2025, driven by biometric logins, offline itinerary access, and real-time alerts. Asia-Pacific led app-centric bookings, supported by superapp ecosystems integrating travel with payments, ride-hailing, and food delivery. Transportation dominates volumes, while accommodation grows rapidly due to alternative stays boosting inventory and margins. These trends shape strategies in the online travel agency market, aligning with ongoing upgrades in app infrastructure and embedded payment solutions.

Key Report Takeaways

* By service type, transportation bookings held 43.8% of the Global Online Travel Agency Market share in 2025, while accommodation is forecast to expand at a 6.4% CAGR through 2031.
* By device, mobile captured 63.5% of the Global Online Travel Agency Market share in 2025, and is projected to grow at a 6.33% CAGR through 2031.
* By traveler type, leisure accounted for 77.7% of the Global Online Travel Agency (OTA) Market share in 2025, while business is projected to grow at a 6.45% CAGR through 2031.
* By geography, Asia-Pacific held 38.3% of the Global Online Travel Agency Market share in 2025, with the region forecast to expand at a 6.8% CAGR through 2031.

Key Market Trends

Global Online Travel Agency Market Trends and InsightsDrivers Impact Analysis*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Mobile-first booking and app adoption	+1.2%	Global, strongest penetration in Asia-Pacific and accelerating in Middle East and Africa	Medium term (2-4 years)
International travel recovery and Asia-Pacific-led growth	+1.8%	Asia-Pacific core markets with spill-over to Europe destinations	Short term (≤ 2 years)
Embedded fintech and BNPL lift conversion and AOV	+0.9%	Europe and North America mature, expanding in Latin America	Medium term (2-4 years)
Airline NDC enables richer air retailing and ancillaries	+0.7%	Global, fastest adoption in Europe and North America corporate travel	Medium term (2-4 years)
Superapp and mini-program integrations expand OTA reach	+1.3%	Asia-Pacific dominance with early pilots in Southeast Asia and Latin America	Short term (≤ 2 years)
AI-powered personalization and dynamic pricing optimization	+1.1%	North America and Asia-Pacific early adopters, expanding in Europe	Long term (≥ 4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The online travel agency market has moderate concentration, with top global players expected to hold a significant share of gross bookings in 2025. Specialists and regional operators are focusing on niche segments. Accommodation booking often shows oligopoly traits, with platform brand equity driving direct traffic and partnerships. Booking Holdings and Airbnb maintain strong positions in accommodation due to consumer recall and broad property coverage. Flights and ground transportation remain fragmented because of airline direct channels and diverse local operators, creating opportunities for platforms that unify shopping, servicing, and payments. This structure emphasizes the need for high merchandising quality and app performance.

Strategic models in the market include horizontal super-app breadth, vertical depth, and embedded distribution. Trip.com Group demonstrates breadth by integrating flights, hotels, car rentals, and experiences with loyalty programs. Vertical specialists, such as GetYourGuide, expand through exclusive supplier relationships and curated content, including shows and events. Embedded travel grows as corporate platforms like Navan integrate expense management and duty-of-care systems, embedding travel into enterprise workflows. These strategies reduce reliance on auction-based traffic and encourage repeat purchases.

Market players continue to invest, partner, and acquire to enhance capabilities. Hopper’s fintech features, including price freeze and price-drop protection, generated significant fee revenue in 2025, highlighting the potential of ancillary services. Sabre’s NDC workflow solutions and agentic AI orchestration point to increased automation in shopping and servicing tasks. Expedia Group acquired Tiqets in December 2025 to strengthen tours and activities content and expand in-destination demand. Amex Global Business Travel acquired CWT in September 2025, consolidating B2B travel management and emphasizing enterprise-ready platforms. Compliance with ISO 42001’s AI management framework has become a trust marker in regulated regions, differentiating mature platforms in procurement processes.

Online Travel Agency Industry Leaders* Booking Holdings (Booking.com, Priceline, Agoda)

* Navan (Reed & Mackay, Comtravo, Resia, Atlanta Events & Corporate Travel Consultants)

* Perk (Formerly TravelPerk)

* Expedia Group (Expedia, Hotels.com, Vrbo)

* Klook

* *Disclaimer: Major Players sorted in no particular order
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Component Component 3 Scope Of The Report Bottom

Global Online Travel Agency Market Report ScopeThe Global Online Travel Agency Industry report explores the digital travel ecosystem, including accommodations, transportation, vacation packages, and services booked via OTAs. The market is segmented by service type, device (desktop, mobile), traveler type (leisure, business), and geography (North America, South America, Asia-Pacific, Europe, Middle East & Africa). It examines drivers such as mobile-first bookings, international travel recovery, embedded fintech, NDC-enabled air retailing, superapp integrations, and AI personalization, alongside challenges including CAC volatility, regulatory scrutiny, content fragmentation, and fraud risks. Porter’s Five Forces framework evaluates the regulatory landscape, technology trends, supply chain, and competition. The report includes market size, growth forecasts, company profiles, strategic developments, and future opportunities, identifying unmet needs. The report provides market size and forecasts for the Global Online Travel Agency Market, in value (USD), for the above segments.

By Service TypeAccommodation (Hotels, Alternative Accommodations) |

Transportation |
Vacation Packages |
Others |

Segmentation Accordion Item

By GeographyNorth America | Canada |
 | United States |
 | Mexico |
South America | Brazil |
 | Peru |
 | Chile |
 | Argentina |
 | Rest of South America |
Asia-Pacific | India |
 | China |
 | Japan |
 | Australia |
 | South Korea |
 | South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
 | Rest of Asia-Pacific |
Europe | United Kingdom |
 | Germany |
 | France |
 | Spain |
 | Italy |
 | BENELUX (Belgium, Netherlands, and Luxembourg) |
 | NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
 | Rest of Europe |
Middle East and Africa | United Arab Emirates |
 | Saudi Arabia |
 | South Africa |
 | Nigeria |
 | Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size and five-year outlook for the global online travel agency market?

The online travel agency (OTA) market size is USD 561.30 billion in 2026 and it is projected to reach USD 761.33 billion by 2031 at a 6.29% CAGR.

Which service types are setting the growth pace in the online travel agency market?

Transportation holds the largest share at 43.8% in 2025, while accommodation leads growth with a 6.4% CAGR projected through 2031.

How fast is mobile expanding in the online travel agency market?

Mobile captured 63.5% of bookings in 2025 and is projected to grow at a 6.33% CAGR through 2031, supported by app-native features and faster checkout.

What regions contribute most to growth in the online travel agency market?

Asia-Pacific held 38.3% in 2025 and is forecast at 6.8% CAGR through 2031, aided by superapp ecosystems and localized payments.

How will regulation in Europe affect the online travel agency market?

The EU Digital Markets Act imposes obligations on large platforms and could reshape parity and data portability, increasing compliance requirements and altering commission dynamics.

What role will embedded fintech play in the online travel agency market over the next few years?

Flexible payments like installment plans improve conversion while also requiring tighter fraud controls, as seen in the strong adoption of Reserve Now Pay Later on Airbnb for eligible bookings.